WebTrack

NEWS AND DATA FOR WEB MARKETERS, ADVERTISERS AND PUBLISHERS

March 1996

Welcome to WebTrack:

Allow me to introduce you to WebTrack's products designed to help you get even more value from your Internet marketing efforts:

- Advertisers can make better Web advertising decisions, and Web sites can more effectively market ad space with the *WebTrack AdSpend* report. This monthly report shows you how much advertisers are spending on the Web and details how much ad revenues Web sites are generating.

- Have a who's who of Internet marketing just a keystroke away with the *WebTrack Marketing Directory*. Our interactive online rolodex lists key new media marketing professionals at agencies, Web advertisers and Web site publishers.

- Get the low down on new trends and services with *WebTrack's InterAd Monthlty*, our monthly newsletter that keeps you up to date with advertising and marketing on the Web. Includes monthly updates of new corporate sites and new places to advertise.

If you're serious about doing business on the Web, order these products now !

You'll find tons of information to help you effectively monitor Web advertising trends, develop Web ad budgets, do competitive analysis, or to determine ad rates for your Web site. Monthly data on Web sites which solicit ads, and hundreds of Web advertisers comprises AdSpend an essential report for Web advertisers and publishers

And get the most comprehensive Web-based directory of New Media marketing contacts. Instantly access over 5000 professionals by name, company or hyperlinked URL. Whether you're looking for new clients or valuable business contacts, you can't go wrong.

All the information you will need to know to gain valuable information on new products and services, and the data behind the trends. InterAd Monthly will give you the insight and knowledge to keep you on top of this exciting new environment.

The enclosed information contains more details about these exciting new products. Check it out and see why these are the marketing tools you must have to stay on top of this rapidly changing world of online commerce.

Yours sincerely,

Niamh Hogan
Marketing Manager

WebTrack

NEWS AND DATA FOR WEB MARKETERS, ADVERTISERS AND PUBLISHERS

BACKGROUND & MISSION

WebTrack Information Services (WebTrack) is a New York-based publishing company, founded in March 1995, providing publications, databases and services that help advertising agencies, marketing executives, and new media Web publishers make better informed Internet business decisions. WebTrack's site on the World Wide Web is located at **http://www.webtrack.com.**

WebTrack is keeping track of the phenomenal growth of this exciting new medium and providing evidence of its impact on advertising, marketing and publishing. Information and data generated by the company's team of dedicated researchers and a wealth of interactive marketing contacts, enables WebTrack customers to keep their fingers on the Web's marketing pulse with thorough and insightful editorial, analysis and database reports.

If you are, or intend to be, a Web marketer, advertiser or publisher, WebTrack's news and data are crucial for the successful development of your business.

PRODUCTS AND SERVICES

SUBSCRIPTION PRODUCTS

WebTrack's InterAd Monthly is targeted at interactive marketers, advertisers and publishers. Listings of new corporate sites and new places to advertise; insights into new interactive marketing techniques; the lowdown on new products and services; and the data behind the trends. What is working, who is succeeding and what its costing--reported monthly.
Available in print or online.

WebTrack AdSpend is a monthly monitor of advertising placement on the Web. Subscribers learn who is advertising where on the Web and how much publishers are earning from advertising revenue. Month by month WebTrack AdSpend provides Web advertisers and publishers with the means to monitor their competition, creating an invaluable record of who is succeeding in the new medium.
*Available in print.*

The WebTrack Marketing Directory is an interactive contact organizer for online marketers, advertisers and publishers. The Directory lists the key interactive marketing contacts at each organization and provides contact information for this hard to reach group. Use it to find out the name of the key contact at a potential client, or use it to create a mailing list of interactive marketing professionals.
Available online.

FREE SERVICES

The WebTrack Advertiser Index is a hyperlinked listing of major US advertisers that have Web sites.
Available online.

The Ad Space Locator, WebTrack's Publisher Index, lists Web sites which solicit paid advertising or sponsorship, broken down by category with summary information on the entries.
Available online.

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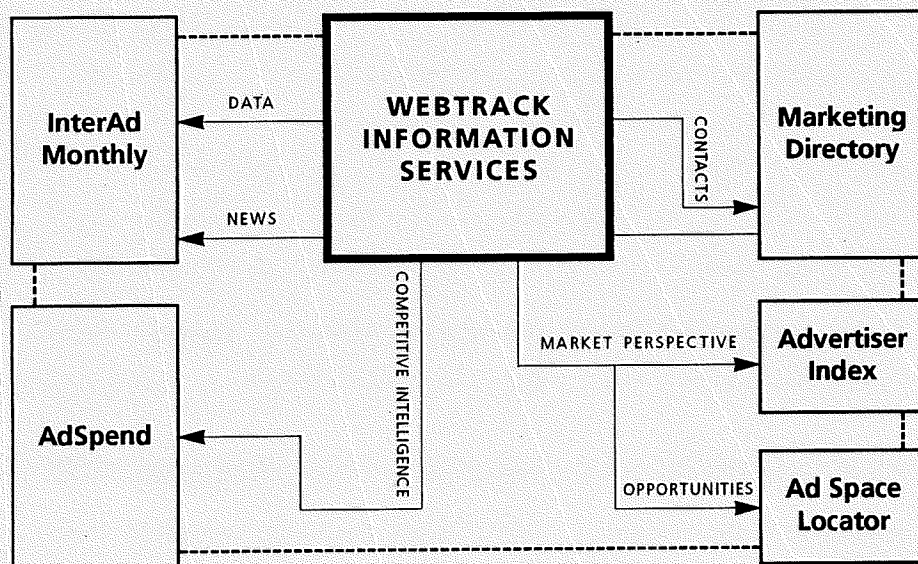
InterAd Monthly

A newsletter targeted at interactive marketers, advertisers and publishers, InterAd Monthly provides the intelligence you need to identify online opportunities and to monitor your competition. Month by month subscribers receive news and data which they can use to make key interactive marketing decisions. With its unrivaled focus on the key issues for interactive marketing professionals, InterAd Monthly provides:

COMPETITIVE MONITORING:
Listings of new corporate Web sites.
Listings of new publications offering sponsorship opportunities.

MARKET TRENDS AND STATISTICS:
The consumer demographics of cyberspace.
The size and growth of online markets.
The latest marketing techniques analyzed.

ORIGINAL RESEARCH:
The cost of advertising in cyberspace.
How much advertisers are spending on the Web.
How much Web publishers are earning from Web advertising.
The effectiveness of online advertising compared with other media.

NEWS AND VIEWS:
New product launches.
The latest survey data.
Industry views, gossip and predictions.

JUST COMPLETE AND FAX OR MAIL THE COUPON BELOW TO START YOUR SUBSCRIPTION. YOU CAN ALSO VIEW A SAMPLE ISSUE AND SUBSCRIBE AT http://www.webtrack.com.
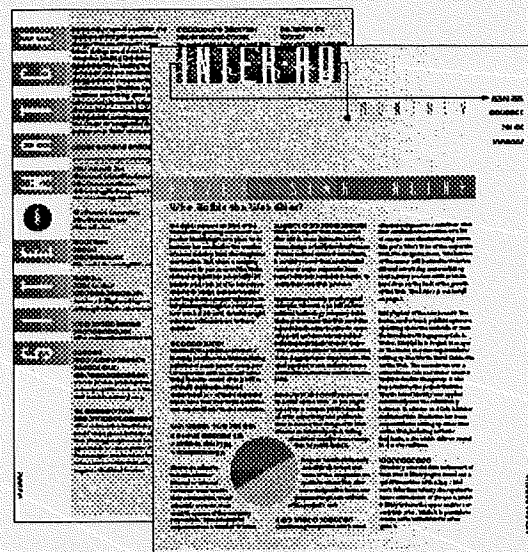
InterAd Monthly's data-driven content empowers marketers, advertisers, designers and other new media professionals, enabling them more effectively to use the Web as a marketing, publishing and communications tool. The subjects of past issues include:

* *The demographics of the Web*
* *The cost of sponsoring cyberspace*
* *The new agencies—who are the Web site builders?*
* *Interpreting site traffic statistics*
* *The Web advertising efficiency debate*
* *Kids online—getting to know the*

ORDER FORM

YES, PLEASE SIGN ME UP FOR A SUBSCRIPTION TO InterAd Monthly—

❏ **ELECTRONIC** subscription—available via the World Wide Web (http://www.webtrack.com for $199 per year (11 issues)

❏ **PRINT** subscription (includes online access!) for $299 per year (11 issues)

Name:

Title:

Company:

Address:

City: State: Zip:

Phone:

e-mail:

PAYMENT METHOD

❏ Check enclosed
   (make checks payable to WebTrack)

❏ Charge my credit card:
   ❏ MC ❏ Visa

❏ Bill me

Name of Cardholder

Card Number/Expiration Date

Signature

FAX TO 212.620.6224, EMAIL info@webtrack.com OR MAIL TO THE ADDRESS BELOW

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WebTrack

NEWS AND DATA FOR WEB MARKETERS, ADVERTISERS AND PUBLISHERS

AdSpend

A COMPETITIVE PERSPECTIVE ON NEW MEDIA ADVERTISING

WebTrack AdSpend helps Web advertisers budget their Web advertising and track spending by competitors. Web publishers can use it as a list of potential clients and will be able to compare their performance with their rivals. Month by month, WebTrack AdSpend gives an insight into Web marketing trends, creating an important business tool for ad agencies, corporate advertising executives, site designers and others who do business on the Web.

MONITORING SUCCESS ON THE WEB

Advertising spending in traditional media—press, TV and radio—is tracked in order to give advertisers a gauge for determining budgets and monitoring their competitors and to allow publishers and broadcasters to measure success and to identify potential clients. As the Web develops as an advertising supported medium, it requires comparable data for the same functions—WebTrack AdSpend provides that data. Each edition contains data for all publishers with ads and all advertisers placing ads in the previous month, including:

WEB ADVERTISERS

Top 50 Advertiser Rankings

CURRENT RANK	COMPANY	BRAND	MONTHLY SPENDING	YTD SPENDING	YTD RANK
1	ABC CORP	ABC	$XXX,XXX	$XXX,XXX	2

Industry Category Analysis

INDUSTRY CATEGORY	MONTHLY SPENDING	MONTHLY PERCENT OF TOTAL	YTD SPENDING	YTD PERCENT OF TOTAL
APPAREL& FOOTWEAR	$XXX,XXX	X%	$XXX,XXX	X%

Web Advertiser Index

COMPANY/BRAND	URL	CATEGORY	ADS PLACED ON:	SPENDING MONTHLY	YTD
ABC CORP/ABC	http://www.ABC.com	Beer & Wine	ESPNSportZone; clnet	$XXX,XXX	$XXX,XXX

WEB PUBLISHERS

Top 50 Publishers Rankings

CURRENT RANK	PUBLISHER/URL	MONTHLY REVENUE	YTD REVENUE	YTD RANK
1	WEBCO/ WEBSITE.COM	$XXX,XXX	$XXX,XXX	2

Publisher Category Analysis

INDUSTRY CATEGORY	MONTHLY REVENUE	MONTHLY PERCENT OF TOTAL	YTD REVENUE	YTD PERCENT OF TOTAL
APPAREL& FOOTWEAR	$XXX,XXX	X%	$XXX,XXX	X%

Web Publisher Index

PUBLISHER	URL	CATEGORY	ADVERTISERS	REVENUE MONTHLY	YTD
AWEB	http://www.aweb.com	Entry Portal	ABC, XYZ, BIGCO	$XXX,XXX	$XXX,XXX

WebTrack

Marketing Directory

MORE THAN 5,000 INTERACTIVE MARKETING CONTACTS
Containing the names of everyone who's anyone in online marketing, the WebTrack Marketing Directory gives subscribers instant access to key decision makers in Web marketing. The Directory is an interactive database with listings in three categories:

WEB ADVERTISERS
Listings for interactive marketing executives at major US corporations with an established online presence.

WEB PUBLISHERS
Listings for managerial, editorial and advertising sales personnel at advertising-supported online publications.

INTERACTIVE AGENCIES
Listings for interactive executives at offices of US advertising agencies and public relations firms.

GETTING CONNECTED
The WebTrack Marketing Directory is an essential tool for everyone involved in online marketing and publishing and will enable you to contact:

- key decision-makers in charge of the biggest Web marketing budgets.
- key individuals at the best places to advertise on the Web; and
- key agency personnel who can help to advance your online marketing efforts;

VITAL CONTACT INFORMATION
For each category, information is listed alphabetically and by state, with each entry providing you with the following information:

- **COMPANY NAME**
- **OFFICE ADDRESS**
- **INTERACTIVE EXECUTIVE (NAME & JOB FUNCTION)**
- **TELEPHONE & FAX**
- **EMAIL ADDRESS**
- **HYPERLINKED WEB SITE URL**

**IF YOU NEED TO REACH THE PEOPLE WHO ARE DRIVING THE WEB MARKETING BUSINESS--
JUST COMPLETE AND FAX OR MAIL THE COUPON BELOW TO GAIN ACCESS. YOU CAN ALSO
VIEW SAMPLE DATA AND SUBSCRIBE AT http://www.webtrack.com.**

ORDER FORM

**THE SPRING 1996 EDITION OF *THE WEBTRACK MARKETING DIRECTORY*
IS AVAILABLE ONLINE, PRICED AT $199.**

☐ **YES,** sign me up for a password to access the *WebTrack Marketing Directory
(Spring 1996 edition) online @ http://www.webtrack.com.*I'll pay just $199
a year for access.

Name:

Title:

Company:

Address:

City: State: Zip:

Phone:

e-mail:

PAYMENT METHOD
☐ Check enclosed
    (make checks payable to WebTrack)

☐ Charge my credit card:
    ☐ MC ☐ Visa

☐ Bill me

Name of Cardholder

Card Number/Expiration Date

Signature

FAX TO 212.620.6224, EMAIL info@webtrack.com OR MAIL TO THE ADDRESS BELOW

MARKETING & MEDIA

ADVERTISING/By JOAN E. RIGDON

Web Sites Find Niche in Budgets Ruled by TV, Print Campaigns

It may be years before the World Wide Web takes off as a massive shopping mall. But the ad revenues are rolling in now.

In the current fourth quarter, Fortune 500 companies and upstarts alike anted up hundreds of thousands of dollars each to advertise on each other's sites, according to a survey by WebTrack Information Services, New York.

Altogether, 270 companies surveyed spent $12.4 million to advertise on 175 sites, WebTrack estimates. The data is based on full rates for ads, and doesn't take into account any discounting or bartering of services for ad space, a common practice on the Web.

AT&T advertised the most, buying ads worth $567,000 for the fourth quarter, WebTrack estimates. AT&T wouldn't confirm or deny the number. But altogether it's a small part of the phone giant's overall ad budget. AT&T spent more than $1 billion last year on advertising, according to documents filed with the Federal Communications Commission.

The Web advertising doesn't divert money from other mediums like television and print. "It's incremental," says a spokesman.

Netscape Communications was No. 2, buying ads worth $556,000 during the quarter, as part of its continuing efforts to get as many people as possible to download its No. 1 Web browser, Netscape Navigator. Internet Shopping Network, an on-line shopping mall that offers discounts on goods bought on-line, was No. 3, having bought $329,000 worth of ads.

The rest of the top 10 included big names like Microsoft, MCI Communications and American Airlines, along with upstarts like Hot Wired, an on-line technology magazine affiliated with the print magazine Wired.

World Wide Web's Top 10 Advertisers and Publishers				
Advertisers Based on fourth-quarter 1995 spending*			**Publishers** Based on fourth-quarter 1995 ad revenue	
RANK	**ADVERTISER**	**SPENDING*** (Thousands)	**RANK**	**PUBLISHER**	**REVENUE** (Thousands)
1	AT&T	$567	1	Netscape	$1,766
2	Netscape	556	2	Lycos	1,296
3	Internet Shopping Network	329	3	InfoSeek	1,215
4	NECX Direct	322	4	Yahoo	1,086
5	MasterCard	278	5	Pathfinder	810
6	American Airlines	254	6	Hot Wired	720
7	Microsoft	240	7	WebCrawler	660
8	c/net	237	8	ESPNET SportZone	600
9	MCI	231	9	CNN	594
10	SportsLine	218	10	c/net	540

*Doesn't take into account free or discounted ads
Source: WebTrack

Most of the ad dollars landed at Netscape's door. The Mountain View, Calif., company pulled in roughly $1.8 million in ad dollars on its site during the quarter, WebTrack said. Ironically these incidental ad revenues are higher than the $1.4 million net income that Netscape derived from its core software business for the third quarter ended Sept. 30.

The next three most popular sites were all providers of search engines — on-line software that allows users to key in a single word and then pull up Web sites that contain the word. The Lycos was No. 2 after Netscape, with $1.3 million in revenue, followed by InfoSeek and Yahoo, which is the most highly publicized site.

The highest ad rates, according to the survey, are charged by Espnet SportZone, which charges $100,000 a quarter, followed by Netscape, which charges $90,000 a quarter.

Alex. Brown & Sons has estimated that Web ad revenue will jump to $1.4 billion in 1998, from an estimated $20 million now. Forrester Research, Cambridge, Mass., estimates ad revenue will grow more slowly, to $727 million in 1998 from Forrester's estimate of $37 million this year.

Even though the flow of dollars into Web advertising is a minuscule part of today's ad budgets, it is subtly changing the industry, Forrester researcher Andrew Ott says. Rather than rely solely on a firm's success in TV or print advertising, "Large accounts are going to need advertising talent that understands the Web. Ad monies are going to flow toward those agencies that have that kind of savvy," Mr. Ott says.